

Historic, Archive Document

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HARDY WATER LILIES

PINKS

Price

EUGENIA DE LAND. Flowers are extra large, very beautiful color of deep rose pink; very vigorous and free flowering variety..... **Each \$2.00**

ROSE AREY. Considered the most desirable of the fragrant Lilies. Brilliant pink. Petals are pointed and incurved with golden yellow stamens. Excellent bloomers, producing very large flowers, often 7 to 8 in. in diameter. **Each 2.25**

HELEN FOWLER. Deep pink with lighter center: flowers are borne well above the water. Flowers not so large but blossoms continuously..... **Each 1.50**

MARLIAC CARNEA. Large, soft flesh-pink, deeper toward center. Free flowering, with large, purplish red leaves, changing to deep green..... **Each 1.50**

MARLIAC ROSEA. Similar to Carnea, except that it is a deep rose pink. Flowers, 4 to 5 in..... **Each 2.25**

PINK OPAL. Full-petaled, cup-shaped flowers of deep, rich pink..... **Each 1.25**

COLLECTION NO. 5

1 Odorata gigantea (white)..... **2.00**
1 Marliac carnea (pink).....

YELLOWS

SUNRISE. One of the first Lilies to open in the morning. Free bloomer, 8 to 10 in. in diameter and stands well above water. Clear sulphur yellow color. Blooms early Spring to late Fall. Superb variety. Stands crowding; does well in any depth of water..... **Each \$3.00**

MARLIAC CHROMATELLA. Charming canary yellow, 4 to 6 in. across. Leaves green mottled with brown. Free bloomer. Advise dividing every few years..... **Each 2.00**

DAY-BLOOMING WHITE

ISABELLE PRING. Large pure white. The color always remains pure white. A very good Water Lily..... **Each \$3.25**

MRS. GEO. H. PRING. Best pure white tropical Lily, producing large, fragrant white flowers..... **Each 2.00**

PINK

GENERAL PERSHING. Unique flower opening at 7 A.M. and closing at 7 P.M. Very fragrant, measuring from 8 to 10 in. across. Flowers are borne about 12 in. above water. Buds dark green striped with dark purple. A fine, bright color..... **Each \$2.50**

MRS. C. W. WARD. This is a deep, rosy pink flower, with golden yellow stamens tipped with pink. The flowers are from 8 to 10 in. across..... **Each 2.25**

PERSIAN LILAC. This pink Lilac-colored Lily has a large number of petals. The foliage is clear light green. A very desirable Lily. **Each 3.50**

ZANZIBARIENSIS ROSEA. Fragrant, deep pink, 6 to 8 inches across. Opens earlier in the morning than other varieties..... **Each 1.50**

COLLECTION NO. 1

1 Juno (white)..... **5.00**
1 Bisset (pink).....
1 Devonshire (red).....

Our Guarantee

We grow the finest plants possible, ship excellent quality tubers that are true to name, and pack each order carefully so it will arrive in good condition.

Any information desired will be given freely by us.

If material does not arrive in good condition, be sure your claim is noted by carrier upon arrival and notify us promptly.

S. Scherer & Sons

WHITES

Price

GONNERE. Pure white, double and free blooming; resembles a large snowball..... **Each \$2.50**

ODORATA GIGANTEA. Very large, pure white, very fragrant. Flowers often 6 in. across. A free bloomer..... **Each .75**

ODORATA MINOR. Especially valuable for tub culture. Flowers 2 to 3 in. in diameter. Suitable for edge of ponds..... **Each .85**

MARLIAC ALBIDA. Large size, pure white flowers with yellow stamens. Blooms entire season continuously. Sepals are tinted with pink, leaves deep green above and red beneath..... **Each 1.50**

GLADSTONE. Largest of white Lilies, requiring considerable space for best development. Flowers are pure white, cup-shape with golden yellow stamens. Flowers are 6 to 8 in. across. Leaves dark green..... **Each 2.00**

TUBEROSA MAXIMA. Excellent for naturalization. Fast growing..... **Each 1.50**

COLLECTION NO. 8

1 Marliac albida (white)..... **4.75**
1 Marliac chromatella (yellow).....
1 Marliac carnea (pink).....

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COLLECTION NO. 7

U. S. Department of Agriculture
1 Odorata gigantea (white).....
1 Helen Fowler (pink).....
1 Aurora (changeable).....
1 Gloriosa (red)..... **\$6.50**

REDS

Price

ATTRACTION. One of the most beautiful Lilies, often 8 to 10 in. across. On opening it is a garnet red with almost white sepals and stamens of rich mahogany, tipped with yellow; no pool complete without it..... **Each \$3.00**

GLORIOSA. Deep carmine rose, becoming deep red with age. Blooms continuously; 5 or 6 in. in diameter. Ideal for either pool or tub..... **Each 3.00**

JAMES BRYDON. Cup-shaped flower of rich, rose crimson, 5 to 6 in. Early bloomer and rapid grower. Adapted to either tub or pool culture..... **Each 3.00**

CONQUEROR. An immense flower similar in character to the Attraction. A robust grower — strong, healthy plants..... **Each 2.50**

CHANGEABLE COLORS

PAUL HARIOT. Flowers are large, cup-shaped, light yellow, delicately shaded copper-red..... **Each \$2.50**

COMANCHE. Large flowers of rich apricot on opening, changing to dark copper-orange with red as flower ages. Leaves olive green, flaked with brown..... **Each 2.75**

AURORA. Flowers creamy yellow first day, changing to dark red by third day, giving variety of color..... **Each 1.75**

COLLECTION NO. 6

1 Gladstone (white)..... **8.75**
1 Marliac Chromatella (yellow).....
1 Rose Arey (pink).....
1 Attraction (red).....

PURPLE

Price

DIRECTOR GEORGE T. MOORE. Rich purple flowers are borne in great profusion, often bears 8 to 10 flowers at a time..... **Each \$3.50**

PANAMA PACIFIC. Rich, rosy red, on first opening. When fully opened, changes to deep, reddish purple with yellow stamens. One of the most popular and most promising of day bloomers. Also throws young plants which frequently flower while attached to parent plant..... **Each 2.50**

ZANZIBARIENSIS PURPURA (African Purple Lily). Good-sized flower, 6 to 8 in. across..... **Each 2.00**

AUGUST KOCH. Flowers are 7 to 8 in. in diameter and rise from 8 to 10 in. out of water. Petals are pale Wisteria violet. Excellent variety. Blooms freely. Produces young plant from the surface of the leaves. One of the easiest of the tropicals to grow..... **Each 2.75**

Our Ever-Popular Collection No. 9

1 Mrs. George H. Pring (White)
1 General Pershing (Pink)
1 Blue Beauty (Blue)

These Three Beautiful Lilies—Only
\$5.75

S. SCHERER & SONS
Waterside Avenue

Established 1907
LARGEST WATER LILY GROWERS
ON LONG ISLAND

Phone: Northport 432



Comanche, \$2.75 each



Devonshire, \$2.00 each

We Invite You to Visit OUR NURSERIES

We are located on the north shore of Long Island approximately 35 miles from New York City, easily accessible by auto or train, for customers on Long Island, New York City and Westchester, etc. Our nursery is on Waterside Avenue, Northport, one mile north of Route 25A—open Sundays, holidays and evenings during April, May and June.

S. SCHERER & SONS
Waterside Avenue
Northport, Long Island, N. Y.

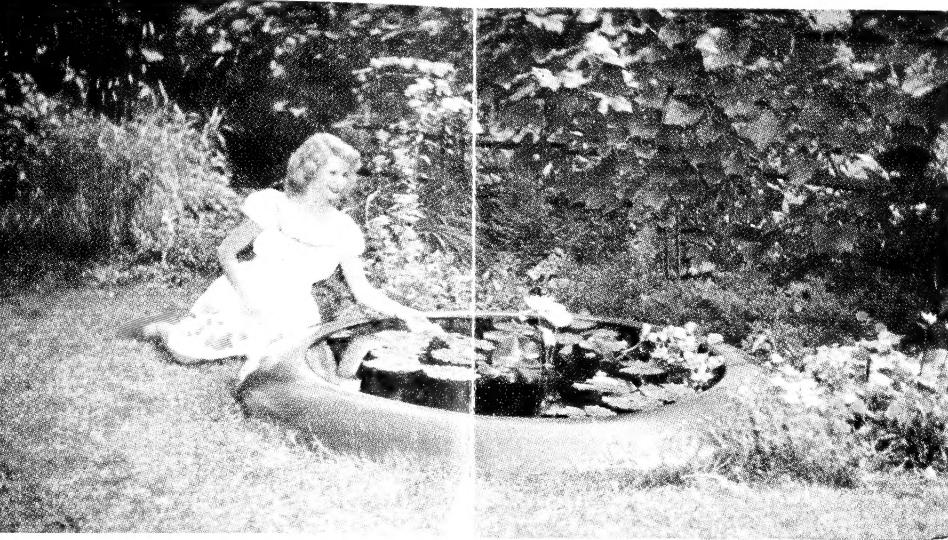


Collection No. 15

- 1 Comanche
- 1 Marliac Chromatella
- 1 Gloriosa
- 1 Gladstone
- 1 Eugenia De Land
- 3 Water Lettuce
- 3 Water Hyacinths
- 3 Anacharis
- 3 Ludwigia
- 2 Blue Flag
- 1 Yellow Flag
- 6 Live Bearing Snails
- 8 Ramshorn Snails

Value—\$16.15
For only \$12.95 Postpaid

NEW! Portable Lily Pool



Description of Pool

This new, ready-made Lily pool is made of one of the new plastic materials and has been especially designed for the garden of restricted area. It is pretty as a picture itself. It's practically indestructible. Absolutely no trouble to make, because it's already made . . . and so inexpensive you can have several of them for various places for far less than it would cost you to make one of reinforced concrete.

And the best part of this Lily pool is that it is **portable**. In other words, you can have it in one place this year and some place else next year if you wish. You can place it so its sides are high above surrounding garden or lawn or you can arrange it so that the top is at ground level.

It is resistant to sunlight, chemicals, grease, abrasion. There is not even a framework to assemble. And if by any chance you have the space or inclination, you yourself can easily move it into the house or cellar for the Winter to store your goldfish, or to store over the Winter.

COLLECTION NO. 1

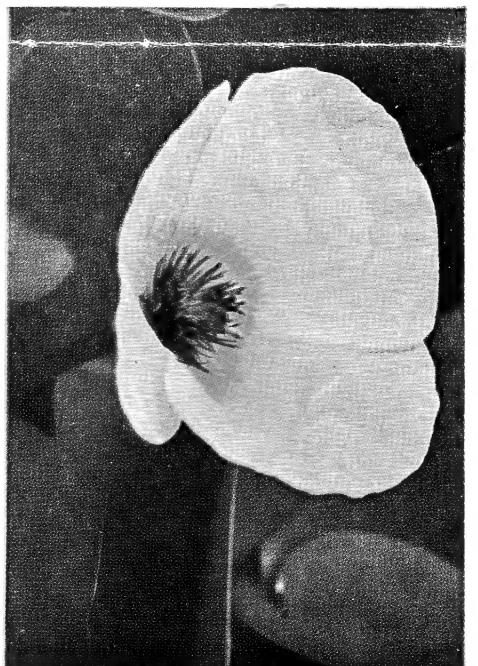
- 1 POOL
- 1 Beautiful Water Lily
- 5 Floating Plants
- 4 Shallow Water Plants
- 5 Bog Plants
- 2 Oxygenating Plants
- 8 Snails

ALL for only \$19.95 Postpaid
Add 50c. Postage West of Mississippi River

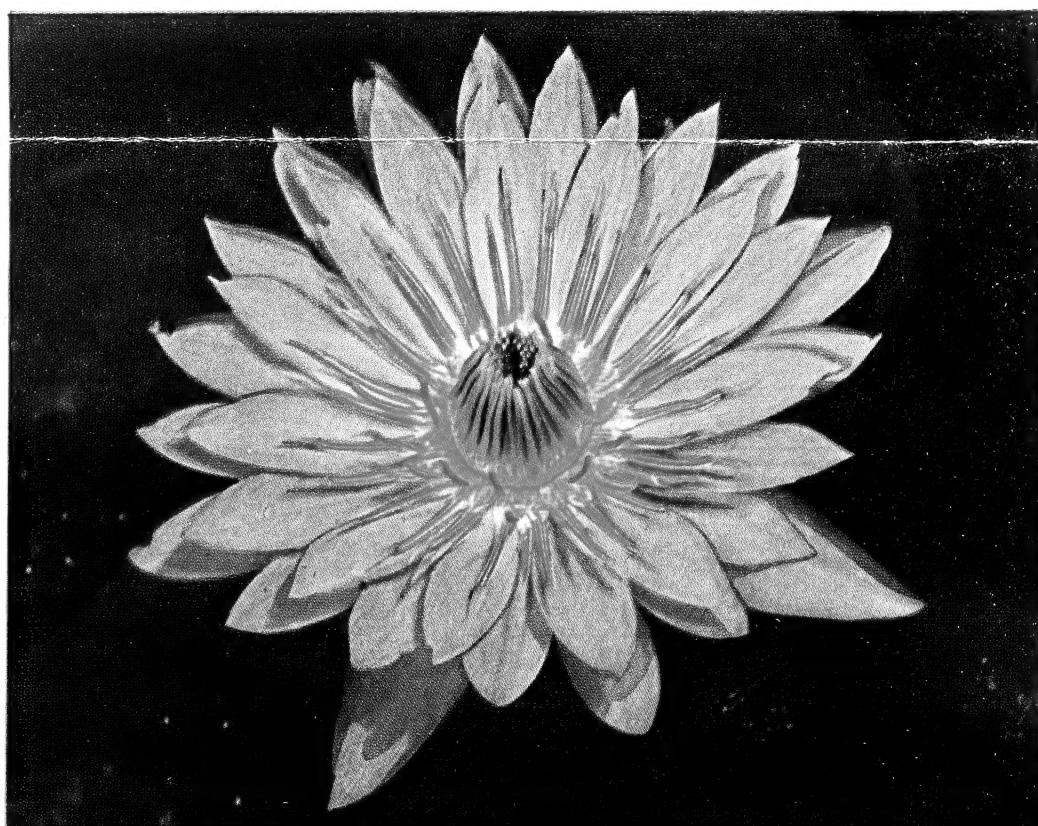
COLLECTION NO. 2

- 1 POOL
- 4 Floating Plants
- 2 Shallow Water Plants
- 2 Oxygenating Plants
- 4 Snails

\$13.95—Postpaid
Pool Only
\$9.95 Postpaid



Water Poppy, 15c. each, \$1.50 doz.

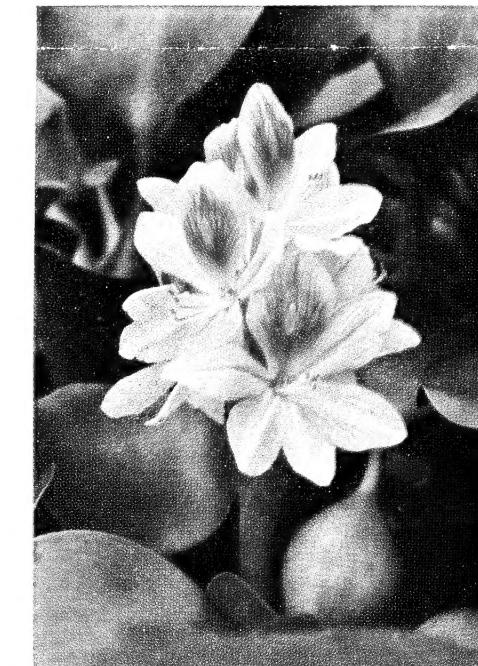


Zanzibariensis Purpura, \$2.00 each

Collection No. 20

- 1 Blue Beauty
- 1 General Pershing
- 1 Mrs. George H. Pring
- 1 Devonshire
- 1 Bissett
- 1 Zanzibariensis Purpura
- 3 Water Lettuce
- 3 Water Hyacinths
- 1 Portion Salvania
- 3 Anacharis
- 3 Ludwigia
- 3 Umbrella Palm
- 6 Live Bearing Snails
- 8 Ramshorn Snails

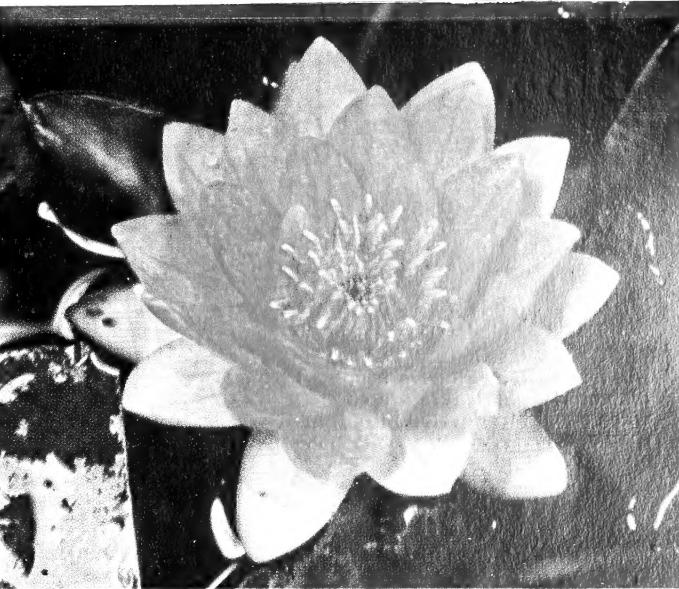
Value—\$16.15
For only \$12.95 Postpaid



Water Hyacinth, 3 for 50c.



General Pershing, \$2.50 each



Gloriosa, \$3.00 each



Blue Beauty, \$2.25 each

Suggestions for the Care of Your Lilies

Hardy Lilies may be planted any time from the 1st of April until the middle of August.

Tropical Lilies may be planted when the temperature averages seventy degrees or about May 25th.

Water Lilies come into flower early in the season and bloom until frost.

Concrete pools are best left full of water and covered with boards and straw. Hardy Water Lilies will winter in the pool if the water does not freeze deeply, but Tropical Lilies are best considered as annuals and purchased new each year. Hardy Lilies growing in boxes may be taken into a cool basement until Spring. Care to be taken not to allow them to dry out.

Running water is neither necessary nor desirable and may retard the development of Water Lilies by keeping the temperature too low.

New concrete pools should be filled with water and drained at least four (4) times before any fish or plants are introduced.

Planting instructions are attached to every Water Lily tuber shipped.

Tropical Night Blooming Lilies

WHITE

Price
DENTATA SUPERBA (JUNO). Pure white Lily, 10 to 12 inches across, with yellow stamen. Leaves are large, deep, glossy green. Flowers very freely throughout Summer. Stands well above water. Very noticeable at night. **Each \$2.00**

MISSOURI. The best night-blooming white. Flowers early. Flowers usually 12 in. in diameter. The leaves are coppery brown when small but develop into deep green as they age. **Each 3.00**

PINK

OMARANA. Flowers from 8 to 12 in. across. Beautiful rosy pink. Stamens deep orange red. One of best and free flowering of all night bloomers. **Each \$1.75**

BISSET. Petals extremely wide, beautiful pink. One of the best growers. **Each 1.75**

RED

DEVONSHIRE. Deep red, about 6 to 8 in. across. Opens 7 to 8 P.M. and closes 10 A.M. **Each \$2.00**

COLLECTION No. 3

1 Zanzibariensis (purple).... **\$3.00**
1 Zanzibariensis rosea (pink)....

COLLECTION NO. 4

1 Dauben.... **\$2.75**
1 Bissett....

Micro-Seal

POOL PAINT

(Patent Pending)

Durable—Micro-Seal properly applied will not peel, check or crack.

Efficient—Micro-Seal is economical, easy to apply. Hardens with age. 25 lbs. waterproofs 175 sq. ft.

Harmless—Micro-Seal is harmless to plants and fish.

Colors—Available in snow-white and eight pastel shades; for pools we recommend Turquoise Blue, Pale Green, Stone Gray or Spanish White.

Complete Directions Inside Package

8½-lb. package \$2.65—Makes about 1 gallon mixed

Special prices on bulk lots

SHIPPING TERMS

Water plants may be shipped safely at any time. Shipments will be made at as early a date as experience has shown us is advisable for your particular locality, unless otherwise instructed. Orders will not be delayed.

Tropical Lilies are shipped from May 25th on.

Aquarium Plants, when ordered alone, are shipped at once.

Terms: Orders are accepted only when accompanied by funds sufficient to cover price of goods.

Shallow Water and Bog Plants

		Price
ARROWHEAD, GIANT (Sagittaria sagittifolia).	Distinctive leaves shaped as name indicates, standing 1 to 3 ft. above; flowers freely; hardy.	2 for 50c., doz. \$2.50
HARDY BAMBOO.	Very hardy Bamboo for margin planting.	Each .50
VARIEGATED SWEET FLAG (Acorus calamus, Variegated).	Foliage striped green and white. Hardy.	Each .25
BUTTERFLY LILY, WHITE (Hedychium coronarium).	A tall, Canna-like plant with large leaves and very fragrant, white blossoms borne in umbels.	Each .35
CALLA PALUSTRIS (Wild Calla).	Well known native Calla.	2 for .50
WHITE CALLA (Zantedeschia aethiopica).	Perpetual flowering, fine white flowers. Not hardy.	Each 1.00
CHELONE GLABRA (Turtle Head).	White, 14 to 18 in. in height.	2 for .50
GRACEFUL CATTAIL (Typha angustifolia).	A tall variety with slender cattails.	3 for .50

AQUATIC COLLECTION NO. 10

3 Umbrella Palms.....	\$2.00
3 Water Poppy.....	
3 Parrot Feather.....	
3 Water Hyacinths.....	

COMMON CATTAIL (Typha latifolia). Favorite native swamp plant. **4 for 50c., doz. \$1.25**

FLOATING HEART (Nymphoides petatum). Produces brilliant yellow flowers; hardy. **3 for 50c., doz. 1.75**

FLOWERING RUSH (Butomus umbellatus). Attractive pink flowers borne on round stems with peculiar, three-sided leaves. Hardy. **3 for \$1.00, doz. 2.50**

FORGET-ME-NOT (Myosotis scorpioides). A well-known Spring and Summer flowering plant with small clusters of blue flowers with yellow eye. **4 for \$1.00, doz. 2.75**

YELLOW FLAG (Iris pseudacorus). A tall, sword-leaved plant, broad yellow flowers of Japan Iris type. **3 for \$1.00, doz. 2.50**

BLUE FLAG (Iris versicolor). Exactly like Yellow Flag except that flowers are blue. **Each 25c., doz. 2.50**

JAPANESE TARO. Leaves are beautiful blue-green; underneath and around edge, lavender. Attractive. **Each .50**

LYTHRUM ROSEUM. Rose-colored flowers flowering in July and August. **2 for .50**

MARSH-MARIGOLD (Caltha palustris). Clusters of large, buttercup-like flowers of brilliant yellow, early in Spring. **Each 25c., doz. 2.50**

PARROT FEATHER (Myriophyllum proserpinacoides). Invaluable for trailing over fountain. Hardy. **Each 15c., doz. 1.50**

PICKEREL RUSH (Pontederia cordata). Blue flowers produced freely. **2 for 50c., doz. 2.50**

PRIMROSE WILLOW (Jussiaea longifolia). Bright yellow blossoms, profusely borne in axils of leaves. Very desirable for edge of pools. **3 for \$1.00, doz. 2.50**

SPIRAL PALM (Like the Umbrella Palm). Greenish-white flowers, produced in umbels. **Each 25c., doz. 2.50**

SWEET FLAG (Acorus calamus). The well-known Sweet Flag, sweetly scented. **3 for .50**

UMBRELLA PALM. Grows well in small pools or moist ground. **Each 25c., doz. 2.50**

FOUR-LEAF WATER CLOVER (Marsilia drummondii). Resembling a four-leaf Clover. Not hardy. **3 for 50c., doz. 1.50**

WATER NASTURTIUM, or WATER CRESS. Thrives in sun or shade. Ideal near pool spring. Edible. Hardy. **6 for .75**

WATER PLANTAIN. Border plant with heart-shaped leaves and surrounded by tall branching spikes of white flowers. Hardy. **3 for 50c., doz. 1.75**

WATER POPPY (Hydrocleis nymphoides). Leaves float upon surface of water. Large, yellow flowers. Blooms continuously. **Each 15c., doz. 1.50**

WILD RICE (Zizania aquatica). The importance of wild rice as a food for water fowl cannot be over-emphasized. Should be in every pond. **Each 10c., doz. \$1.00, 100 7.00**

Water Lotus

(NELUMBNIUM)

The sacred flower of the Egyptians. The flowers are borne about a foot above water. Leaves are very large and beautiful; some standing well above water, others floating on the water. No garden complete without it. Very fragrant. Beautiful centerpiece in pool.

Price

NELUMBNIUM SPECIOSUM. The true flower of the Egyptians. Large, rosy pink. A free bloomer and hardy. **Each \$2.50**

NELUMBNIUM LUTEUM. This is the free flowering, large flowering American yellow Lotus. **Each 2.50**

NELUMBNIUM ROSEUM PLENUM. A fine variety of double rose Lotus; large and free flowering. **Each 3.50**

Floating Plants

AZOLLA (Azolla caroliniana). Small, crinkly green plants. **Portion \$0.25**

DUCK WEED (Lemma minor). A polka dot appearance on water; roots appreciated by gold fish. **Portion .25**

SALVINIA (Salvinia brasiliensis). Dainty, soft green leaves. Popular aquarium plant. **Portion .25**

WATER FERN (Ceratopteris thalictroides). Aquatic species of fern family; leaves resembling garden Lettuce. **Each 15c., doz. 1.50**

WATER HYACINTH (Eichornia crassipes-major). Shiny, dark green leaves, the stems of which are expended in pseudo bulbs, which serve as air chambers. The orchid-like flowers of lavender form a spike, like that of a true Hyacinth. **Each 20c., 3 for 50c., doz. 1.50**

WATER LETTUCE, or SHELL FLOWER. A rosette of blue-green, velvety leaves. **3 for 50c., doz. 1.50**

Oxygenating Plants

ANACHARIS (Elodea canadensis). **Each 15c., doz. \$1.50**

LUDWIGIA (Loosestrife). **Each 15c., doz. 1.50**

SAGITTARIA (Broadleaf). **Each 15c., doz. 1.50**

VALLISNERIA (Tape Grass). **Doz. 50c., 100 4.00**

NITELLA GRACILIS. **Portion .25**

MARESTAIL (Hornwort). **Portion .25**

Scavengers

JAPANESE SNAILS. **3 for \$0.25**

BLACK RAMSHORN SNAILS. **8 for .25**

Gold Fish

We carry Goldfish, but do not ship. Please remember to bring your own container when calling at the nursery to purchase fish.

FISH FOOD. **75c.**

WATER LILY FERTILIZER. **\$1.00**

REDWOOD CONTAINERS. **\$2.00**

FANCY-LEAVED CALADIUMS

Various colors ranging from green through pink to deep red; some heavily veined, a few rare white. Plants from 4 in. pots. **Each \$1.25**

We pay the Postage on all Retail Orders Over \$2.00 Within the United States and Canada; Otherwise Add 25c. for Postage